PATRICK J. WILSON

International Growth & Commercial Executive

Delray Beach, Florida, United States

EXECUTIVE NETWORKING & OPPORTUNITY LETTER

Dear Hiring Manager,

I am exploring senior executive opportunities where international growth, commercial expansion, strategic partnerships, and route-to-market leadership are central to the mandate.

Over more than 30 years across beverage and consumer packaged goods, I have led growth and expansion across Canada, the United States, South America, the Caribbean, Central America, and broader international markets. My experience combines executive-level commercial leadership with direct market execution, P&L responsibility, distributor and bottler management, and strategic business development.

As Vice President, Caribbean & Central America at Monster Energy, I grew regional revenue from **$10 million to $90 million while leading operations across 40+ countries**. In Canada, I increased sales volume from **2 million to 7 million cases** while holding national P&L accountability. In South America, I developed the commercial platform from market entry through regional commercialization and established strategic partnerships with major bottlers, including AMBEV and Coca-Cola affiliates.

Most recently, my international business development leadership has focused on expansion planning, market prioritization, route-to-market frameworks, distributor alignment, and cross-functional execution.

I am particularly interested in mandates where an experienced international executive can accelerate market expansion, strengthen commercial infrastructure, develop strategic partnerships, and convert growth opportunities into sustainable business performance.

I would welcome a confidential conversation regarding where my experience could create the greatest strategic and commercial value.

Sincerely,

Patrick J. Wilson

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